

2001 ANNUAL PUBLIC FILE EEO REPORT

Call Sign of Station: KXAS

List all full-time job vacancies filled by any station covered by this report in the past year.

- 1.) For each vacancy listed, attach to this report the relevant Recruitment Source Data Form.**
- 2.) In total, how many interviewees did the station (or station group) interview for all of the full time job vacancies identified in Question 1?**
- 3.) In total, how many persons interviewed by the above listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.**

Name of Recruitment Source	Total Number of Interviewees Referred During Year
Internal Posting	
nbcdfw.com	
Employee Referral	
Contract Employees	
Industry Referral	
Talent Agency	
New Paper Ad / TV	
Internship Program	
Gecareers.com	
Other Sources	
nbcunicareers.com	
Monster.Com/Careerbuilders.com	

- 4.) Please summarize the station's (or station group's) broad recruitment outreach initiative during the past year. Please identify each initiative in which the station substantially participated; the date (s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature of each initiative.**

<p>1.) <u>A. Internship Program</u> – NBC5 has a substantial Internship Program. Every year the stations hire between 15 and 25 college students to earn college credit and hands on experience. Our internship program also gives us qualified diverse candidates. Martha Stallard, Manager, HR supervises this program.</p>
<p>2.) <u>Internet Recruiting</u> –KXAS posts all open positions on our own jobs page within the NBCDFW website.</p>
<p>3.) <u>Mentoring Program</u> – Stephen Wright, Assignment Manager, works with the Dallas and Fort Worth Association of Black Journalists, mentor students about NBC and the various jobs that we have at the station.</p>
<p>4.) <u>Minority Job Fairs and Recruitment Events</u> – Baylor University Job Fair, Dallas Urban League Job Expo, National Association of Hispanics Job Fair, Texas Association of Broadcasters Job Fair</p>

6.) Community Organization Notification Requests: We have the form on our website, as well as running newspaper ads notifying that organizations can request lists of our job openings. The organizations that we send our openings to regularly include:

- Texas Rehabilitation Commission
- Association for Retarded Citizens
- Epilepsy Assoc. of N. Central Texas
- Central Branch
- Eastside Workforce Center
- Fort Worth Hispanic Chamber of Commerce
- Labor Council for Latin American Advancement
- Career Services TCU
- LULAC Arlington Council #4353
- LULAC Council #601
- Career Center TCC Southeast Campus
- Goodwill Industries of Fort Worth
- Career Services TCU
- Career Center TCC Southeast Campus
- Network of Hispanic Communications
- United Hispanic Council
- TCU-Radio and Film Dept.
- City of Fort Worth Personnel
- TWU
- Dallas Black Media Coalition
- TCC Arlington Southeast Campus
- Dionne Bagsby – Commissioner Precinct 1
- Northside Interchurch
- The Leadership Institute
- Dallas Intertribal Center
- Ft. Worth Metro. Black Chamber of Commerce
- Dallas Asian American Chamber of Commerce

- Youth Fair Chance
- North Ft. Worth Business Association
- SER Jobs Progress National
- Women's Center of Tarrant County
- D/FW Minority Business Development
- Tarrant County Employ. & Training
- Michelle Markham CEC
- National Senior Citizens
- Art Institute of Dallas
- North Lake College
- Magnet Planning and Development
- Asbury College
- Mexican-American Bar Association of Tarrant County
- Tarrant County Training & Employment
- YWCA Women's Resource Center
- Texas Workforce Commission
- NAACP Fort Worth Chapter
- Women's Issues Network
- NAACP
- Association of Mexican-American Students - UTA
- UTA Employment Services
- La Cadena Network of Hispanic Communicators
- Texas Christian University
- University of North Texas – Dept. of Journalism
- Dallas Black Chamber of Commerce
- Louisiana State University
- E. New Mexico University
- FWISD Adult Education Center
- Texas Workforce Commission – Attn: Judy McMillen

- TAB Job Ads
- Dallas Community Leadership
- D/FW Association of Black Communications – Lock Box 11
- Tarrant County Asian American Chamber of Commerce
- Fort Worth SER
- Southwestern Adventist University
- Work Advantage
- Ms. Emelita D. de la Rosa
- City of Dallas Police Dept.
- Dallas Black Chamber of Commerce
- Organizacion De Ancianos Hispánicos Unidos
- American GI Forum – 8th Regional North Texas
- Organization of Latin American Students
- Hispanic Organization of Leadership and Achievement
- American GI Forum Women of Tarrant County
- American GI Forum Chapter of Tarrant Co.
- Hispanic Awareness Club
- Mexican-American Education Advisory Committee
- LULAC Council #4467
- Hispanic Women's Network of Fort Worth
- National Organization for Mexican-American Rights
- United Hispanic Council Tarrant County
- Hispanic Friends of UNT
- LULAC Arlington #4353
- LULAC Council #4442
- LULAC Council #4568
- Arlington Hispanic Advisory Council
- Asian Student Association - TCU
- Design Focus

- Graduate Student Communication Association – TCU
- Lambda Kappa Kappa Fraternity – TCU
- Muslim Student Association – TCU
- Organization of Latin-American Students
- Sigma Lambda Alpha Sorority
- Society of Professional Journalists
- Students for Asian-Indian Cultural Awareness – TCU
- Black Graduate Student Association – UNT
- Collegiate Communication Association – UNT
- Center for Cultural Diversity
- NAACP – UNT
- Department of Journalism – Texas A & M University
- Goodwill Industries of Fort Worth, Inc. – Cal Martinez
- Positive Outcomes
- Texas Commission for the Blind
- Goodwill Industries of Fort Worth, Inc. – attn.: Loemedttia Hayes
- Brenda K Fredieu – Vocational Placement Services
- Access Vocational Services

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Executive Producer

Date Job Filled: 4-3-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
Americas Job Bank	http://www.ajb.dni.us/			No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				
Newspapers	The Dallas Morning News – annual ad			No
Newspapers	The Star-Telegram - annual ad			No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Sports Anchor/Reporter

Date Job Filled: 4-17-00

Recruitment Source
That Referred

Ultimate Hire: Talent Agency

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline	Regular Updates, number given in on-air spots	Martha Stallard	818-654-6384	No
NBC5 website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcbuni.com or	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Account Manager

Date Job Filled: 4-24-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	818-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com or	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Editor

Date Job Filled: 5-1-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Notice of this job posting was sent to org. listed in # 6 of this report.				
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Account Executive - PAX

Date Job Filled: 5-1-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Marketing Writer/Producer

Date Job Filled: 6-1-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Account Manager - PAX

Date Job Filled: 6-5-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
	http://www.ajb.dni.us/			No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Account Manager

Date Job Filled: 6-7-00

Recruitment Source
That Referred

Ultimate Hire: Employee Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Marketing Editor

Date Job Filled: 6-19-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: CSR

Date Job Filled: 7-5-00

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Accountant

Date Job Filled: 7-31-00

Recruitment Source
That Referred

Ultimate Hire: www.nbc5i.com

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Traffic Log Editor

Date Job Filled: 8-10-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS

Job Title: Account Manager

Date Job Filled: 8-21-00

Recruitment Source
That Referred

Ultimate Hire: Employee Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS

Job Title: Asst. Traffic Manager

Date Job Filled: 9-13-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline	Regular Updates, number given in on-air spots	Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Photographer

Date Job Filled: 10-16-00

Recruitment Source
That Referred

Ultimate Hire: Employee referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram -annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Account Executive

Date Job Filled: 10-23-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Producer

Date Job Filled: 10-24-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbcdfw.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram -annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Assistant News Director

Date Job Filled: 12-12-00

Recruitment Source

That Referred

Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram -annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Reporter/Anchor

Date Job Filled: 1-1-01

Recruitment Source
That Referred

Ultimate Hire: Talent Agency

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram – annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

JOB VACANCY RECRUITMENT SOURCE DATA FORM

Station: KXAS TV

Job Title: _____ Producer

Date Job Filled: 1-18-01

Recruitment Source
That Referred
Ultimate Hire: _____

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e-mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram – annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				

**JOB VACANCY
RECRUITMENT SOURCE DATA FORM**

Station: KXAS TV

Job Title: Executive Assistant

Date Job Filled: 2-28-01

Recruitment Source
That Referred

Ultimate Hire: Employee Referral

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone / e- mail	Has this source requested notices?
gecareers.com	www.gecareers.com			No
				No
Monster.com	www.monster.com			No
				No
KXAS Jobline		Martha Stallard	817-654-6384	No
KXAS website	http://www.nbc5i.com	Martha Stallard	Martha.Stallard@nbcuni.com	No
Newspapers	The Dallas Morning News – annual ad		214-977-7183	No
Newspapers	The Star-Telegram - annual ad		817-390-7761	No
Notice of this job posting was also sent to organizations listed in # 6 of this report				